

The Most Important Supermarket Event of the Mercosur Region

USA PAVILION

BUENOS AIRES

The 7th International Food & Beverage
Exhibition for Mercosur



SIAL Mercosur 2008
September 16-18, 2008

Centro Costa Salguero
Buenos Aires, Argentina

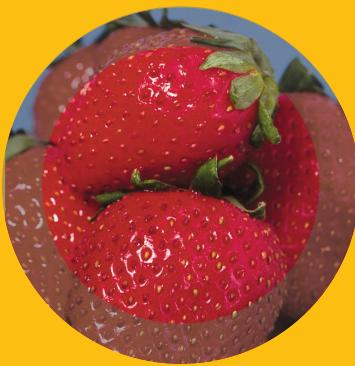
Now an annual event!



USDA ENDORSED

Officially endorsed by the
U.S. Department of Agriculture
Overseas Trade Support Branch
Washington, DC
Office of Agricultural Affairs
Buenos Aires, Argentina

EXHIBITOR REGISTRATION FILE 2008



"At SIAL Mercosur [2007], 13 companies logged \$495,000 in projected 12-month sales."

Maria Nemeth-Ek

Chief Overseas Trade Support Branch

FAS Worldwide - February 2008

Explore your export opportunities in this growing market!

BEST PROSPECTS FOR U.S. PRODUCTS IN THE ARGENTINE RETAIL MARKET

- Chocolate
- Canned Vegetables
- Fruit & Nut Preparations
- Sugar Confections
- Fresh Citrus
- Soups
- Sauces & Preparations
- Cookies/Snacks
- Isotonic Beverages/ Energy
- Drinks
- Food Ingredients
- Convenience Foods

U.S. export sales of consumer oriented food and beverage products to the Mercosur region increased by over 25% between 2006 and 2007.

The Argentine food and beverage market, reaching an estimated US\$23 billion in retail sales for 2007, is expected to continue to expand further in 2008. Imported foods and beverages are becoming more price competitive as Argentina boasts greater purchasing power, economic growth and rising prices of local products in dollars.

For U.S. food & beverage exporters, some of the more noteworthy market trends for 2008 include recovery in market share of larger supermarkets, increased purchases of imported food and beverage products (primarily in large supermarket chains) and consumers' renewed interest in convenience, service and quality.

Established in 1991 to increase economic cooperation among the countries of East South America, the full members of Mercosur or Mercosul (from the Spanish and Portuguese names, respectively) now include Argentina, Brazil, Paraguay and Uruguay and Venezuela; Bolivia, Chile, Colombia, Ecuador and Peru are associate members.

75% of all imported food and beverages in Argentina are sold through hypermarkets, superstores and supermarkets.



SIAL MERCOSUR 2007 RESULTS

660 exhibitors from 30 countries

25,000 visitors from 40 countries

200,000 square feet of exhibit space

93% of visitors purchasing decision-makers

87% of exhibitors satisfied with number of contacts made

Sources:

- www.fas.usda.gov/scripts/w/bico/bico.asp?Entry=lout&doc=364
- www.fas.usda.gov/gainfiles/200711/146293030.pdf
- www.fas.usda.gov/info/fasworldwide/2008/02-2008/TradeShows.htm



Official USA Pavilion AT SIAL MERCOSUR



Preliminary Booth Design

IMEX USA Pavilion Booth Package Fees

Early Registration \$3,995/9 sqm through June 1, 2008

Standard Registration \$4,495/ 9sqm after June 1, 2008

Corner Premium \$500/corner

Early Registration to exhibit in the IMEX USA Pavilion at SIAL Mercosur must be made by June 1, 2008, by completing the USA Pavilion Booth Application and Contract Form, and returning the executed original contract with 50% deposit of the total booth cost to IMEX Management, Inc. Space, if available, after June 1, 2008, will be at the standard registration price.

ACT NOW! Booth allocation will be determined on a first come, first-served basis according to the order applications and deposits are received by IMEX Management.

For More Information Contact

Kelly Wheatley

IMEX Management, Inc.
4525 Park Road, Suite B-103
Charlotte, NC 28209 USA
704-365-0041
704-365-8426 fax
kellyw@imexmgt.com

Participation in the official USDA-endorsed USA Pavilion at SIAL Mercosur 2008 offers you the prestige and visibility of exhibiting with other US companies while keeping your own identity ... your individual booth with a cost-effective, complete service package eliminating language barriers, communication lag-time and currency transfers.

Exclusive Services & Amenities For All USA Pavilion Participants

Professional guidance and total logistical coordination from IMEX Management staff in the U.S. and on-site in Buenos Aires

- Marketing support services from the office of Agricultural Affairs in Buenos Aires including local promotion to importers, on-site market briefing and on-going market assistance during the show
- Assistance with hotel accommodations and shipping
- One individual entry in official show catalog, website and IMEX USA Pavilion directory
- Strong USA identification - focal point for international importers and brokers
- Prime location on show floor
- Pre-show promotion

Each Fully-Furnished 9 sqm Booth Also Includes:

- Back and side hard walls
- Wall-to-wall carpeting
- 2 wall shelves (1 meter long each)
- Fascia with company name
- Lockable demonstration counter
- 1 table & 2 chairs
- Lighting
- Wastebasket
- Daily booth cleaning
- One copy of the SIAL Mercosur Show Catalog

Results

DON'T DELAY
Register by June 1, 2008
for the Early Bird Deadline

"SIAL Mercosur 2007 turned out to be one the best we have ever attended. With companies from all over South America including Venezuela, Chile, Uruguay, Paraguay and Brazil, I would recommend this show to every company looking to expand into this corridor of the world."

Leo A. Fernandez - Snyder's of Hanover

"Exhibiting at the SIAL Mercosur show as part of the USA Pavilion was a great, cost-effective way to network, meet with key decision makers and get feedback on our products to assess opportunities in the region. It was also a venue to meet with current and prospective customers from Brazil, Chile, etc. which saves a lot of time and money. The team of people organizing the event were extremely thorough, professional and a pleasure to work with. They also made it as easy as possible. I would highly recommend this to any company that is considering exporting to the region."

Henry Gonzalez - Schwan Food Company

"SIAL Mercosur was a great view in to the Food and Beverage Industry of Argentina and the surrounding region which provided us with great retailer and distributor contacts."

Chris Carter - Weaver Popcorn Company

"This year was particularly interesting in regards of appointments with Retail Buyers. Sonia Amadeo organized several very good meetings with the head buyers from Jumbo, Carrefour, Wal-Mart and some other smaller chains in Argentina. We also met with Retail Buyers and potential Distributors from Paraguay, Uruguay, Chile and Argentina. Overall, I was very impressed with the traffic in our booth."

Tom Kellenberger - Western Export Services

FOR ADDITIONAL MARKET INFORMATION,

visit the U.S. Embassy Argentina GAIN Report on the Argentina Retail Food Sector at

<http://www.fas.usda.gov/gainfiles/200711/146293030.pdf>





From the
Embassy of the United States of America
BUENOS AIRES, ARGENTINA

February 2008

Dear Food Industry Executive:

Join the USA Pavilion at Sial Mercosur 2008 and explore market opportunities in this growing market! Imports of foods and beverages in Argentina, Paraguay and Uruguay are anticipated to expand another 25 percent in 2008.

The economy in Argentina is expected to continue its rapid growth, driven primarily by a strong domestic demand. Foreign tourism is projected to reach a record high. Local supermarkets are widening their selection of imported foods and beverages to meet the demand of affluent consumers and high-end hotels and restaurants.

In 2008, Argentine imports of consumer oriented foods and beverages are expected to be US\$750 million, and US\$250 million each in Paraguay and Uruguay. Imported products in Argentina continue to become more price competitive.

Imports of U.S. products are increasing, aided by a more favorable exchange rate vis-à-vis the Euro. U.S. foods and beverages provide outstanding quality and diversity, and have a superb reputation among local middle and high-income consumers.

The vast majority of U.S. exhibitors in last year's Sial Mercosur indicated that they had a very successful show. Now it is your turn.

We look forward to seeing you there.

David Mergen
Agricultural Counselor

Officially Endorsed by
The U.S. Department of Agriculture's Foreign Agricultural Service - Washington, DC and the Office of Agricultural Affairs - Buenos Aires, Argentina

Organized by
IMEX Management, Inc. - Charlotte, NC

U.S. Department of Agriculture -
Washington, DC
Foreign Agricultural Service
Overseas Trade Support
Branch

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TO RESERVE SPACE:

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Additional Assistance for USA Pavilion Participants

Made available through the state regional trade groups

BRANDED PROGRAM

Your company may be eligible to take advantage of financial support that helps offset the costs of exhibiting at international tradeshows. By exhibiting in the USA Pavilion, eligible companies can receive up to 50% cost reimbursement for a variety of expenses, including exhibiting fees, international travel costs, set-up rental and freight.

FOOD SHOW PLUS! SERVICES

Exhibitors at SIAL Mercosur can register to participate in Food Show Plus! This service provides you with the information and in-market support you need to be more prepared to do business at the show. The list of services offered is customized for each show but may include: pre-show product research regarding pricing, import regulations, competitive analysis; translation of sales materials; on-site interpreters, pre-arranged meetings with potential buyers; market-briefing and local industry tours; on-site show assistance and follow-up after the exhibition.

Food Export Association of the Midwest USA

312-334-9200

312-334-9230 *fax*

www.foodexport.org

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For More Information *on the Branded Program or Food Show Plus! at SIAL Mercosur...*

... contact your state regional trade group.

Food Export USA - Northeast

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504-568-5986

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Deneen Wiltz

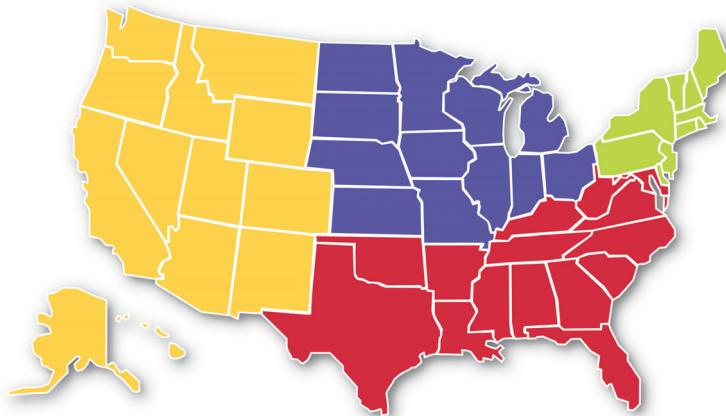
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The USA Pavilion at SIAL Mercosur 2008 is Organized

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Contact

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October 19-23, 2008

Paris, France

23rd edition



montreal

April 1-3, 2009

Montreal, Canada

6th edition



china

May 19-21, 2009

Shanghai, China

10th edition



March 3-6, 2009

Tokyo, Japan

34th edition



September 7-10, 2009

Sydney, Australia

29th edition